

PRESS RELEASE- MEDIA ALERT



For Release June 3-4
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School farm stand opens June 4 **Local, Fresh Produce at** **Addams and Carver Elementary Schools** *Fresh food has benefits for communities*

The public is invited to attend a Grand **Opening Press Conference Thursday June 4 at 1:45 pm at Jane Addams Elementary School**, 2117 West McKinley Avenue, Fresno, to kick off school farm stands at Addams Elementary (Thursdays) and at Carver Middle School (Fridays). These two southwest Fresno neighborhoods are finally getting access to very fresh local fruits and vegetables every week starting Thursday, June 4, 2009 at Addams, and on Fridays at Carver.

Jane Addams Elementary School farm stand will be open from 11 - 3 p.m. on Thursdays throughout the summer and fall seasons.

George Washington Carver's farm stand will operate from 11a.m. - 3 p.m. on Fridays. These school farm stands are addressing neighborhood demand for access to healthy food and better nutrition for the residents.

The two farm stands were established in response to the need for families in these neighborhoods to have access to fresh fruits and vegetables. The School Farmstand' model is a response to the 2008 Fresno City Ordinance on Farmers Markets, which now allows farmers markets in residential neighborhoods, and where local farmers can expand vending their fine produce right here in Fresno County.

Both school farm stands will feature a wide selection of locally grown fruits and vegetables, such as: blueberries, cherries, squash, peaches, nectarines, peppers, tomatoes, cucumbers, melons and much more. Free health informational resources and healthy recipes will also be available to the public on a weekly basis.

"Over the last year or so, I've been watching the news and I've seen a lot of stuff about low-income neighborhoods....the obesity and diabetes epidemic," explained Duffy Peck, manager of Sumner Peck Ranch. "These families aren't getting good access to fresh fruits and vegetables. I'm hoping that the farm stand will help them gain better access to fresh fruits and vegetables and help increase our ranches revenues at the same time."

The Jane Addams and George Washington Carver school farm stands grew out of a collaborative relationship between Fresno Metro Ministry, Sumner Peck Ranch, Fresno Unified School District, Get Fit Fresno County Policy Council, Fresno County Department of Public Health and the Central California Regional Obesity Prevention Program (CCROPP).

In the coming weeks, both school farm stands will be adding EBT/Food Stamps (Electronic Benefits Transfer) and WIC (Women, Infants and Children) farmers market vouchers to the list of payment options.

For more information, please contact Reyna Villalobos at (559) 485-1416 or by email: reyna@fresnometmin.org. Local Farmers interested in School Farm Stands are encouraged to contact Fresno Metro Ministry. Event flyer attached or visit www.ccropp.org.

Photo Opportunity, Interviews with vendor, produce buyers, and schools:
at the Press Conference Thursday, June 4 starting at 1:45 p.m.
at Jane Addams Elementary, 2117 W. McKinley Avenue.